



CRAIN'S NEW YORK BUSINESS 2022
NOTABLE
ASIAN LEADERS

About Betty Ng

Betty's purpose is to bring out the superhero in each of her clients, friends, and family members by helping them to channel their identity into a superpower to achieve their goals and by fostering a culture of belonging for everyone. For over two decades, Betty rose up the ranks to become a senior corporate executive with her share of challenges as well as successes. In fact, Betty often speaks of her journey as one of "From Pain to Purpose and Promise". She has certainly come a long way from growing up in a very poor single parent household in New York City's Chinatown.

In line with her purpose, Betty Ng is now the founder and CEO of [Inspiring Diversity, LLC \("iD"\)](#), which provides a practical roadmap to empower employees to succeed while fostering a culture of belonging and inclusion. iD empowers authenticity and embeds conscious inclusion into cultural DNA with engaging solutions that cover everything from promoting awareness to reinforcing lasting behavioral change. As a co-founder of the [Asian American Authors Book Club](#), Betty helps elevate the stories and work of Asian American authors.

Betty is a #1 bestselling author, tech entrepreneur, consultant, professional speaker/trainer, as well as a certified pickleball and life coach. Betty leverages her identity as a superpower, including her roles as both a daughter and a present parent. She co-authored "[PO-LING POWER: Propelling Yourself and Others to Success](#)" with her mother (Po-Ling). She and her children have also launched the bestselling and award winning [Persevering Penguins and Pals](#) children's book series, to serve as guidance tools for global citizenship as well as social emotional learning grounded in diversity and inclusion. Working with her family to make the world a better place is an important part of her legacy.

As a thought leader, Betty is regularly engaged to speak as well as train on *From Pain to Purpose & Promise*, *PO-LING POWER™*, *TAIQ™*, *Building Cultural Competence*, *Inclusive Networking*, *the AMAZING Approach to Self-Advocacy and Negotiations*, as well as many other empowering topics to foster employee success and belonging. She is a regular contributor to Thrive Global and has appeared in top-tier publications including Forbes, Bustle, Ladders, and Fairygodboss. She has also been featured on Fox 5 Good Day Street Talk and [PIX11 News](#). She inspires others by openly sharing about her own pain (including having been a victim of hate crimes, microaggressions, and corporate restructurings) as fueling her own purpose and resulting impactful solutions she's developed (the promise). As a pickleball and life coach, Betty also empowers others to achieve their goals.

Prior to founding iD in 2016, Betty was a Senior Vice President of Corporate Development with twenty years of corporate and financial services experience at organizations including Moody's, Citigroup, American Express, and Arthur Andersen. During her corporate career, Betty led many strategic initiatives and diverse teams in the U.S., Asia, Europe, Latin America, and Canada. At Moody's, she was appointed as the co-chair of Women's Employee Resource Group ("ERG") in New York and founded Multicultural ERG's Asian Leadership Initiative. In all those capacities, she further leveraged her identity as her superpower.

As a result of her impactful work in Diversity & Inclusion, community contributions and overall career success, Betty has been selected as one of Crain's New York Business' Notable Asian Leaders. She has been honored as the Chinese-American Planning Council's ("CPC") first "Corporate Trailblazer" (2015), nominated for Ascend's "Inspirational Leader Award" (2016), and awarded as a Gold Medal Youth Champion by Sophie Gerson Healthy Youth (2018). Under Betty's leadership, iD was also awarded as a finalist in the 2018 Ascend Innovation Challenge.

Betty is also passionate about life-long learning and growing as a person. Betty holds an M.B.A. from Harvard Business School, a B.A. in Economics with honors from Stanford University, and an executive education certification for the Advanced Leadership Program for Asian-American Executives from the Stanford University Graduate School of Business. She also is a PPR Certified Pickleball Coach, Certified Life Coach, California Certified Public Accountant (Inactive Status) and Certified Advanced Open Water Diver. In her spare time, Betty enjoys playing pickleball and developing [Pickleball Positive](#) to help us all play, work, and live well together. She also travels the world with her husband (Darin) and two children (Moorea and Jasper).